



Welcome & Opening

Ulrike Kreysa, GS1 Global Office
Bethesda, MD, 6 April 2011



welcome!



GS1 Antitrust Caution

Many of the user companies of the GS1 System compete with each other. The competition is both horizontal and vertical. This means that every activity of GS1 must be measured against the prevailing anti-trust laws, which proscribe combinations and conspiracies in restraint of trade, monopolies and attempts to monopolize, and unfair or deceptive acts or practices. These are very broad. Violations of the anti-trust laws can result in injunctions, treble damage judgments, heavy fines, and even imprisonment.

Strict compliance with the anti-trust laws is and always has been the policy of the GS1. GS1 exercises extreme care to avoid not only violation, but anything that might raise even a suspicion of possible violation.

An action, seemingly innocent when taken by itself, may be viewed by anti-trust enforcers as part of a pattern of activity which constitutes an anti-trust violation. Therefore, participants on GS1 committees, task forces, work groups, task groups, or other similar bodies, must always remember the purpose of the committee, task force, or work group is to enhance the ability of all industry members to compete more efficiently and effectively to provide better value to the consumer or end user. However, because GS1 activity almost always involves the cooperation of competitors, great care must be taken to assure compliance with the anti-trust laws.

This means:

Participation must be voluntary, and failure to participate shall not be used to penalize any company.

There shall be no discussion of prices, allocation of customers or products, boycotts, refusals to deal, or market share.

If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.

Meetings shall be governed by an agenda prepared in advance, and recorded by minutes prepared promptly after the meeting. Agendas, where appropriate, and minutes are to be reviewed by counsel before they are circulated.

Tests or data collection shall be governed by protocols developed in consultation with and monitored by counsel.

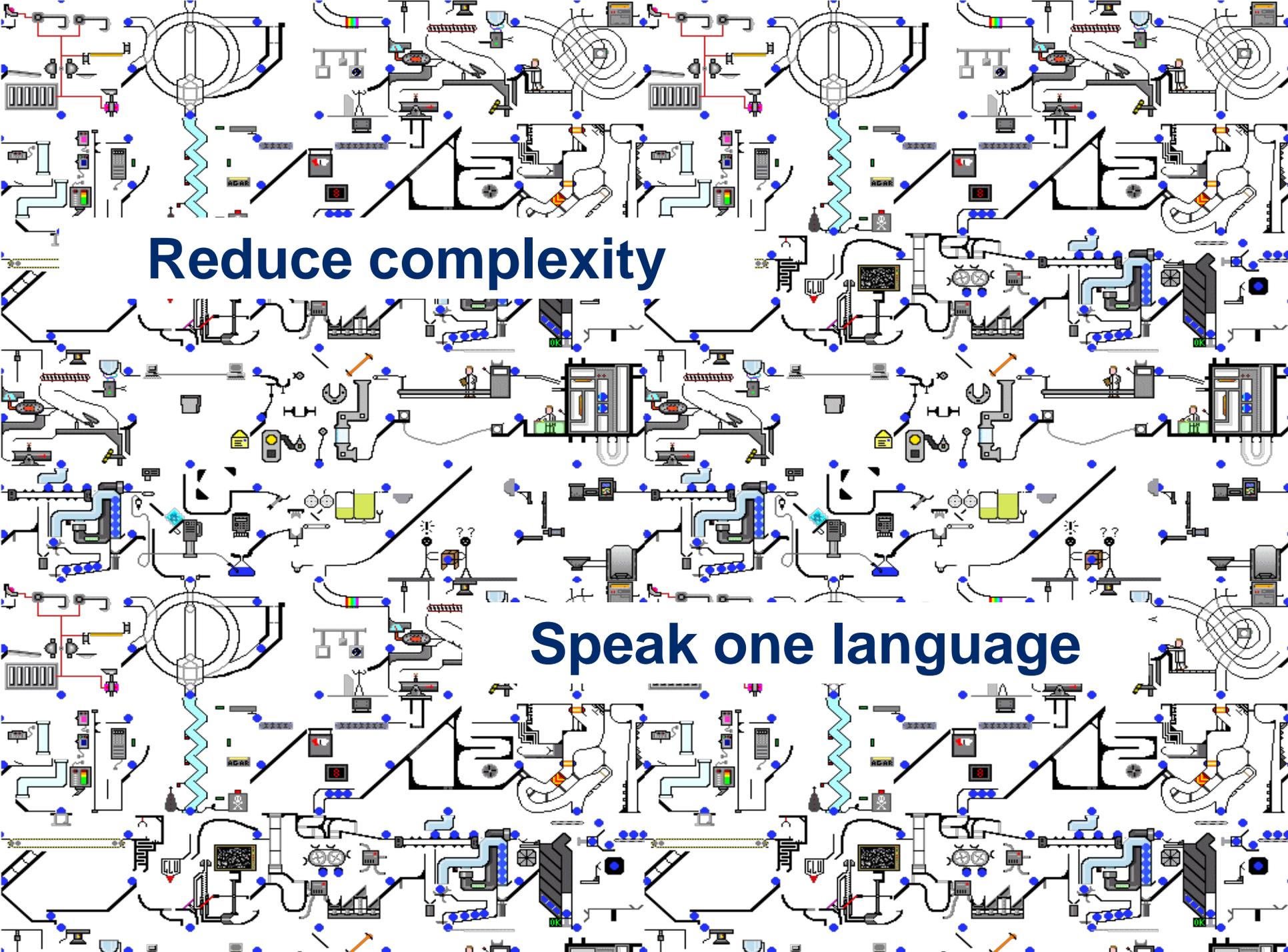
The recommendations coming out of a GS1 committee, task force, work group or task group are just that. Individual companies remain free to make independent, competitive decisions.

Any standards developed must be voluntary standards.

More requirements that will
impact your supply chain.



**CHANGE
AHEAD**



Reduce complexity

Speak one language

~~Problems~~

Solutions





GS1 Standards enable solutions to:

- **Improving patient safety**
- **Increasing supply chain efficiency**
- **Ensuring regulatory compliance**

IDENTIFY

GS1 Identification Keys & Attributes

Product	Location/Legal entity	Logistic unit	Asset	Document
Global Trade Item Number (GTIN) Optional GTIN attributes such as lot number, serial number, expiration date	Global Location Number (GLN)	Serial Shipping Container Code (SSCC)	Global Returnable Asset Identifier (GRAI) Global Individual Asset Identifier (GIAI)	Global Document Type Identifier (GDTI)



CAPTURE

GS1 BarCodes and EPCglobal RFID

EAN/UPC  <p>0 57674 00201 0</p>	ITF-14  <p>10857674002017</p>	GS1 DataBar  <p>(01) 1 0857674 00201 7 (17) 141120 (10) XMB11205201 (21) CEB630078700</p>	GS1 DataMatrix  <p>(01) 0857674002017 (17) 141120(10)XMB11205201 (21)CEB630078700</p>	EPC/RFID 
GS1-128  <p>(01) 1 0857674 00201 7 (17) 141120 (10) XMB112052 (21) CEB63007870</p>				



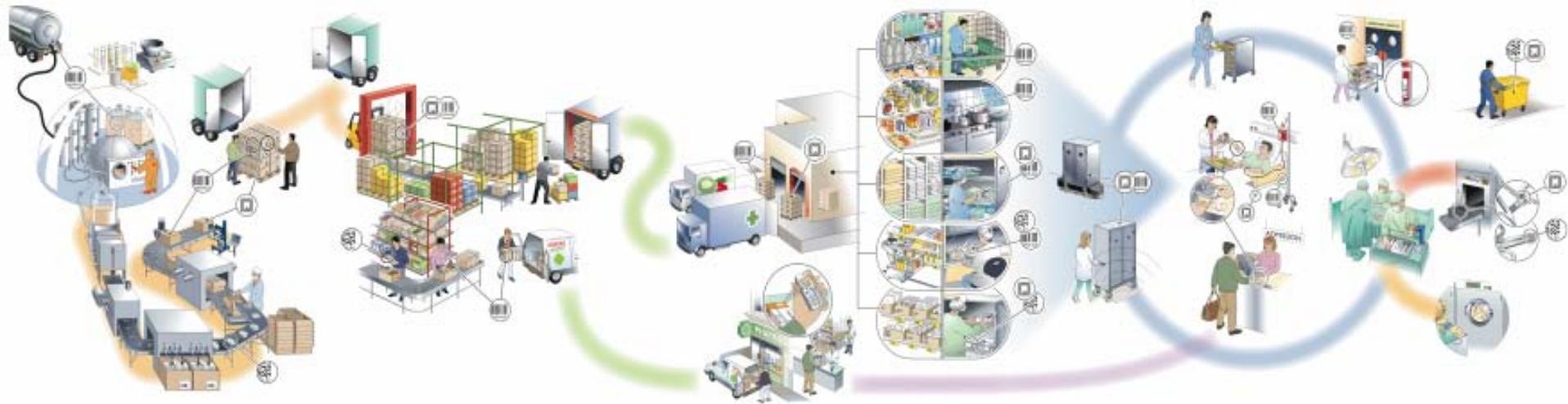
SHARE

Master data	Transactional data	Physical event data
Global Data Synchronisation Network (GDSN)	Electronic business messaging GS1 XML or EANCOM	EPC Information Service (EPCIS)

GS1



Global + Collaborative + Neutral



To lead the healthcare sector to the successful development and implementation of **global standards** by bringing together **experts** in healthcare to enhance **patient safety** and **supply chain efficiencies**.





Leading healthcare organisations pave the way...

Corporate members of the global user group



Leading healthcare organisations pave the way...

Healthcare providers and Group Purchasing Organisations going global



France



Germany



Netherlands



醫院管理局
HOSPITAL
AUTHORITY

Hong Kong



Switzerland



Austria



Germany



USA



Austria



USA



Ireland



Netherlands



France



USA



USA

Tri-Chairs:

- Mike Wallace, Abbott
- Grant Hodgkins, Alcon Labs
- Volker Zeinar, B.Braun

LT Members:

- Monica Kryzer, 3M
- Nathan Habeck, Baxter
- John Abrams, Cardinal Health
- Steve Capel, Covidien
- Clemens Haas, Fresenius
- Peter Tomicki, GE Healthcare
- Grant Courtney, GSK
- Tom Werthwine, Johnson & Johnson
- Ron Bone, McKesson
- Jackie Elkin, Medtronic
- Dennis Byer, Novation
- Peggy Staver, Pfizer
- Joe Pleasant, Premier
- Jim Willmott, Smiths Medical
- Jean Sargent, USC
- Robert Matsubayashi, GS1 Brasil
- Alicia Duval, GS1 Canada
- Nicolas Florin, GS1 in Europe
- Michio Hamano, GS1 Japan
- Dennis Harrison, GS1 US

Working with International Organisations



World Health Organization



International Organisation for Standardization



European Committee for Standardization



Health Level 7



International Health Terminology SDO



International Society for Blood Transfusion

Joint Initiative Council



International Society for Quality in Healthcare



European Association of Hospital Pharmacists



United Nations



World Customs Organization

Local
healthcare
communities
drive
adoption





27 local Healthcare user groups driving adoption



WHAT'S
NEXT?

Where
UDI
Meets
Pharma Security

**Wednesday
6 April 2011**

**Thursday
7 April 2011**

**Friday
8 April 2011**

**19th Global
GS1 Healthcare Conference**

UDI Plenary

**Pharma
Plenary**

**A look at the
world**

**Pharma
Plenary**

UDI Plenary

**Closing
Plenary**

**Market
Place**

**Ask the
experts**

**Market
Place**

**Ask the
experts**

**UDI
Break
out**

**Pharma
Break
out**

**UDI
Break
out**

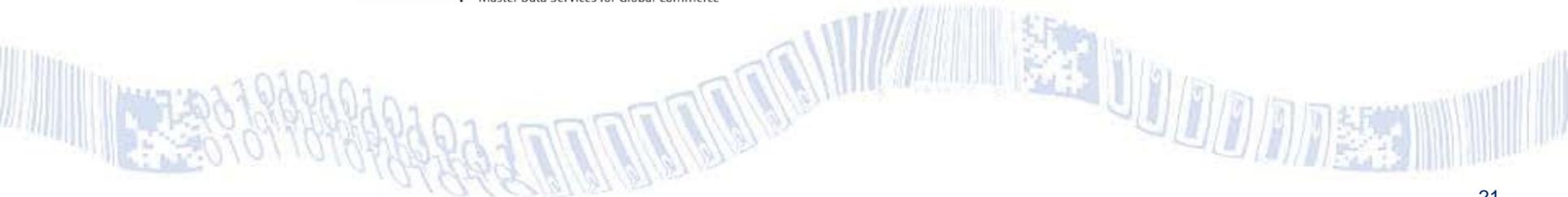
**Pharma
Break
out**

New !

Healthcare Standards Showcase - GS1 in Action

Solution Providers Market Place

Wednesday-Thursday 13:30-15:45 and morning coffee breaks



New !



Healthcare

Ask the expert sessions

13:45-14:25

14:35-15:15

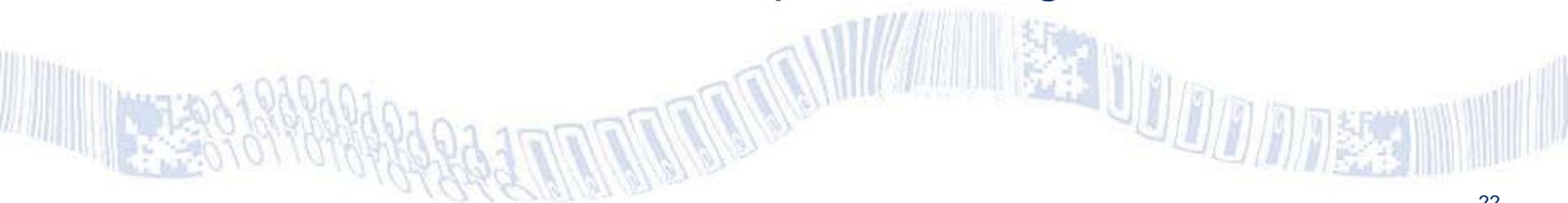


Wednesday

- Bar code quality assurance
- Discovery services
- DataMatrix

Thursday

- EPCIS
- HL7
- Direct part marking





**Learn
Share
Network
Enjoy**



Contact Details

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